

CLAIMS

What is claimed is:

1. A method for facilitating user registration in a network-based transaction facility, the method comprising:
 - identifying a user associated with a registration process within the network-based transaction facility;
 - assigning a verification rating to the user based on accuracy of registration information submitted by the user during the registration process; and
 - registering the user with the network-based transaction facility if the verification rating exceeds a predetermined threshold.
2. The method of claim 1 wherein assigning the verification rating further comprises:
 - performing a set of validity checks on the registration information of the user;
 - determining a result of each validity check within the set of validity checks; and
 - calculating the verification rating based on the result of each validity check.
3. The method of claim 2 wherein each validity check verifies validity of a corresponding piece of the registration information of the user.

1 4. The method of claim 2 further comprising utilizing a set of verification rules to
2 define the set of validity checks, and translating the result of each validity check into a
3 numerical value.

1 5. The method of claim 2 further comprising:
2 creating a verification detail record using the result of each validity check; and
3 storing the verification detail record in a database.

1 6. The method of claim 1 further comprising storing the verification rating of the
2 user in a database.

1 7. The method of claim 1 wherein the registration information comprises
2 demographic information of the user.

1 8. The method of claim 1 further comprising:
2 maintaining a database of valid demographic information; and
3 determining whether demographic information entered by the user matches any
4 of the valid demographic information from the database.

1 9. The method of claim 8 wherein the valid demographic information defines
2 correlation between a plurality of area codes and a plurality of location information.

1 10. The method of claim 9 wherein each of the plurality of location information
2 includes any one of the group comprising country information, zip code information,
3 state information, city information, time zone information, latitude information, and
4 longitude information.

1 11. The method of claim 8 wherein the valid demographic information defines
2 correlation between a plurality of area codes and a plurality of location information

1 12. The method of claim 1 further comprising providing user interface information
2 to the user via a communications network, the user interface information specifying a
3 registration interface for obtaining registration information of the user.
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1 13. A system for facilitating user registration in a network-based transaction facility,
2 the system comprising:
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4 means for identifying a user associated with a registration process within the
5 network-based transaction facility;

6 means for assigning a verification rating to the user based on accuracy of
7 registration information submitted by the user during the registration process; and

8 means for registering the user with the network-based transaction facility if the
9 verification rating exceeds a predetermined threshold.

1 14. An apparatus for facilitating user registration in a network-based transaction

2 facility, the apparatus comprising:

3 an identification function to identify a user associated with a registration process
4 within the network-based transaction facility;

5 a set of verification rules to assign a verification rating to the user based on
6 accuracy of registration information submitted by the user during the registration
7 process; and

8 a registration function to register the user with the network-based transaction
9 facility if the verification rating exceeds a predetermined threshold.

15. The apparatus of claim 14 wherein the registration function is to perform a set of
validity checks on the registration information of the user, to determine a result of each
validity check within the set of validity checks, and to calculate the verification rating
based on the result of each validity check.

16. The apparatus of claim 15 wherein each validity check verifies validity of a
corresponding piece of the registration information of the user.

17. The apparatus of claim 15 wherein the registration function is to further utilize a
set of verification rules for defining the set of validity checks, and to translate the result
of each validity check into a numerical value.

1 18. The apparatus of claim 15 wherein the registration function is to further create a
2 verification detail record using the result of each validity check, and to store the
3 verification detail record in a database.

1 19. The apparatus of claim 14 further comprising a database to store the verification
2 rating of the user.

1 20. The apparatus of claim 14 wherein the registration information comprises
2 demographic information of the user.

3 21. The apparatus of claim 14 further comprising a database of valid demographic
4 information, and wherein the registration module is to further determine whether
5 demographic information entered by the user matches any of the valid demographic
6 information from the database.

1 22. The apparatus of claim 21 wherein the valid demographic information defines
2 correlation between a plurality of area codes and a plurality of location information.

1 23. The apparatus of claim 22 wherein each of the plurality of location information
2 includes any one of the group comprising country information, zip code information,
3 state information, city information, time zone information, latitude information, and
4 longitude information.

1 24. The apparatus of claim 21 wherein the valid demographic information defines
2 correlation between a plurality of area codes and a plurality of location information

1 25. The apparatus of claim 14 further comprising a client computer to provide user
2 interface information to the user via a communications network, the user interface
3 information specifying a registration interface for obtaining registration information of
4 the user.

1 26. A computer readable medium that provides instructions, which when executed
2 on a processor, cause the processor to perform operations comprising:

3 identifying a user associated with a registration process within the network-
4 based transaction facility;

5 assigning a verification rating to the user based on accuracy of registration
6 information submitted by the user during the registration process; and

7 registering the user with the network-based transaction facility if the verification
8 rating exceeds a predetermined threshold.